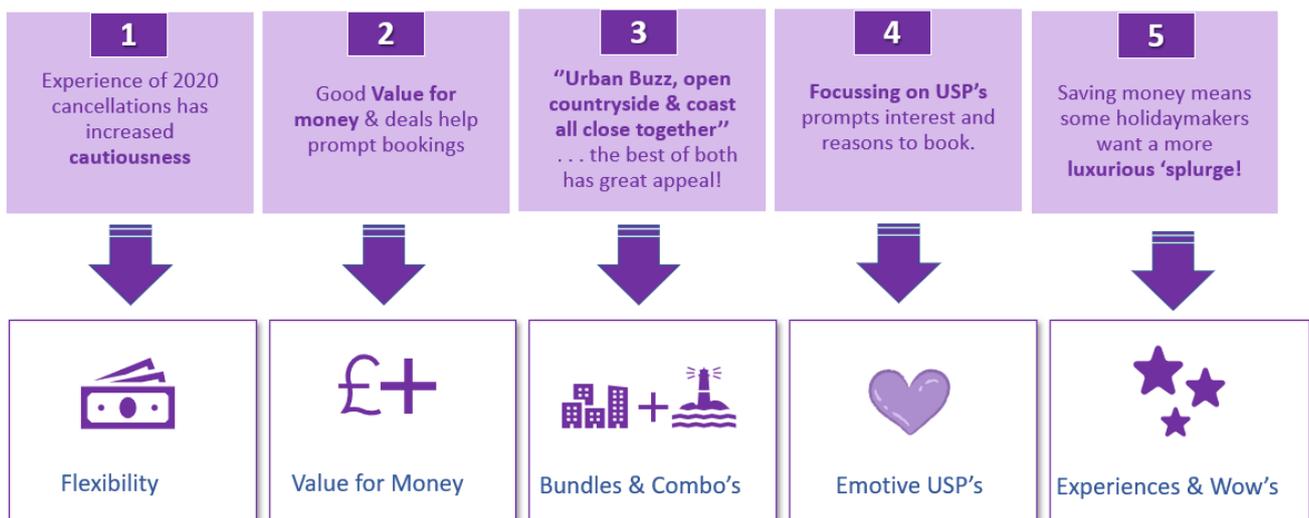


## What constitutes a Good Offer?

- ✓ **Flexibility:** Fully refundable, rebookable options that enable COVID related cancellation or amendment without penalty and help remove the barriers to booking.
- ✓ **Wow Factors:** Quirky, unusual, accommodations, experiences, or activities – showcasing your USP's
- ✓ **Value for Money:** Strong lead-ins and discounts (e.g. £/€ % off, 2 for the price of 1, children go free, complimentary bike hire / walking tour / picnic / prosecco on arrival etc.)
- ✓ **Added value / Combination Offers:** e.g. bundle-up experiences with local partners, e.g. hotel + attraction, restaurant + activity provider \*N.B. Must be bookable as one combined offer.
- ✓ **Memorable Indulgent Treats:** food & drink offers, room upgrades, exclusive hidden gems



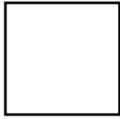




## What do I need to submit an Offer?



You can follow our simple Offer Checklist to ensure you have what you need to submit an offer before entering it into the form.



\*not to scale



### Offer Image

- ✓ Size is 600 x400px
- ✓ JPEG format
- ✓ Less than 1MB
- ✓ Showcases your offer and location
- ✓ Does not include any logos

**Please note:** If your image is not suitable, Tourism Ireland will choose an appropriate image from our media library on your behalf



### Offer Category

- ✓ What best describes your offer from the below list? (you can only select one)
  - Accommodation
  - Getting around Ireland
  - Getting to Ireland
  - Golf
  - Luxury
  - Outdoor and wellness
  - Package holidays
  - Sustainable tourism
  - Things to do



Fancy a date with nature?



Walking Tour

### Offer Title

- ✓ 45 characters max.
- ✓ Captivates the audience
- ✓ Short and snappy
- ✓ Can include your business name
- ✓ Sets the scene of the offer



## Offer Description

- ✓ 250 characters max.
- ✓ Includes business name (if not in title)
- ✓ Includes availability period of offer
- ✓ Describes what the offer entails



## Offer Location

- ✓ Where will the offer be redeemed?
- ✓ Include City and County if applicable
- ✓ Only select Republic of Ireland, Northern Ireland, or Island of Ireland if your offer refers to a tour package that features multiple locations



Free picnic lunch included



Discounts on weeknights

## Offer Headline

- ✓ 30 characters max.
- ✓ Short and snappy
- ✓ Best summarises the offer VALUE e.g. 2 nights for the price of 1, free lunch included, free cancellation



## Booking URL

- ✓ Must be a specific URL to your offer, not just to your website
- ✓ The entire offer card will click through to this URL



## Start and end date period you want your offer to be shown on Ireland.com

- ✓ Must be in Day/Month/Year format

You are now ready to submit your offer!

[\*\*SUBMIT HERE\*\*](#)

**Please note:**

- Offers must be bookable online.
- All offers are subject to Tourism Ireland editorial control and must meet the criteria and specification to be approved.
- Offers submitted for Ireland.com may be used in other channels such as social media, publicity, consumer e-zines.
- All campaign activity and timescales are subject to change and could be reviewed or withdrawn without notice.

## Frequently Asked Questions (FAQs)

**Q. Where will my offer appear?**

**A.** Your offer, once approved, will appear on Ireland.com and may also be used in other channels such as social media, publicity, and consumer e-zines.

**Q. I have a booking URL in another language, what should I do?**

**A.** Please indicate on the offers form that you have a booking URL available in another language. Our team will contact you to discuss this with you.

**Q. I have a great offer but no suitable imagery to go with it, what should I do?**

**A.** We have breath-taking imagery on hand to accompany your offer details. Please fill out the offers form using the checklist above.

**Q. I have submitted my offer, how quickly will I see it on the website?**

**A.** Please be patient as our team works to get your offer up on our website. Your offer should appear on Ireland.com within 5 working days.

**Q. What currency should I submit my offer in?**

**A.** If your offer is price-led, please submit it in your local currency as detailed on the booking URL you have supplied.

If you have any further queries, please contact: [tioffersdesk@tourismireland.com](mailto:tioffersdesk@tourismireland.com)